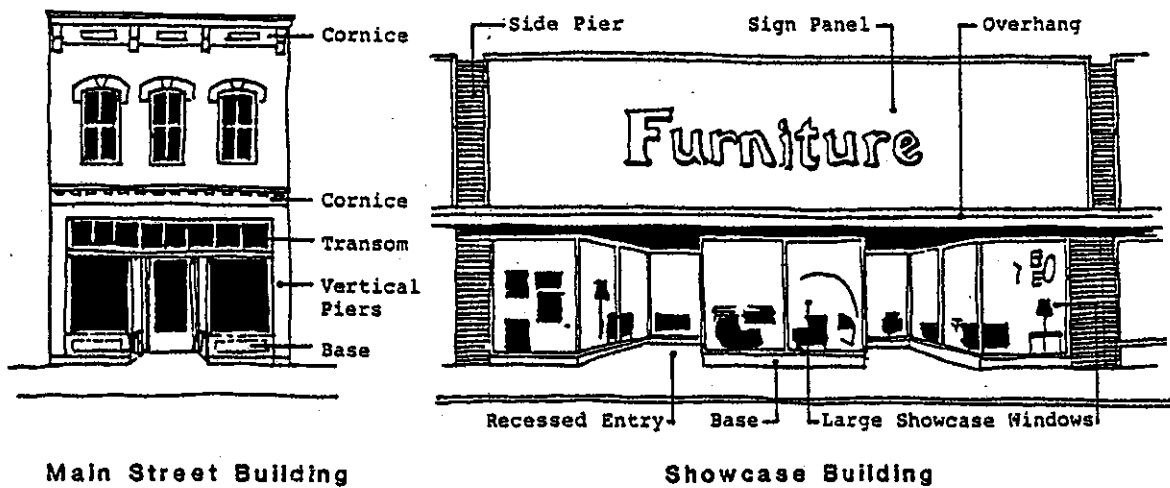


# DESIGN REQUIREMENTS and GUIDELINES FOR DOWNTOWN HAYWARD



CITY OF HAYWARD - REDEVELOPMENT AGENCY

Approved by the Redevelopment Agency - July 22, 1986

Revised July 7, 1992

# DESIGN REQUIREMENTS and GUIDELINES FOR DOWNTOWN HAYWARD

## PURPOSE

These Design Requirements and Guidelines are intended to aid:

downtown property and business owners considering building, remodeling or new construction; and city officials in reviewing project applications and proposals.

These Design Requirements and Guidelines are directed toward:

establishing a downtown identity by enhancing the unique qualities of downtown buildings;  
creating and reinforcing a pedestrian shopping environment with amenities that cater to the pedestrian customer; and  
improving the quality and maintenance of downtown properties.

## APPLICATION OF DESIGN REQUIREMENTS AND GUIDELINES

All new commercial construction and any exterior changes to existing commercial buildings located in the Downtown Redevelopment Area and within the Downtown Hayward Design Plan Area shall be in conformance with the Design Requirements and Guidelines. All construction, including awnings and canopies, shall conform to requirements of the City of Hayward building, plumbing, electrical and mechanical codes and requirements of the State of California, e.g., Alquist-Piolo Act; Title 24 of the California Administrative Code.

All existing commercial properties shall be brought into conformance with the Design Requirements, while conformance with the Design Guidelines shall be strongly encouraged. For example, if a facade has simply been faced with an inappropriate siding material, and removal would uncover the original design integrity of the building, removal of the inappropriate material would be required. If it is not possible to restore original design elements one must work with what exists to approach compatibility with the Design Requirements and Guidelines, rather than starting over.

New and existing multi-residential properties in the Downtown Redevelopment Area shall be in conformance with the MAINTENANCE and NEW CONSTRUCTION sections of the Design Requirements and Guidelines. Single family residences shall be exempt from the Design Requirements and Guidelines.

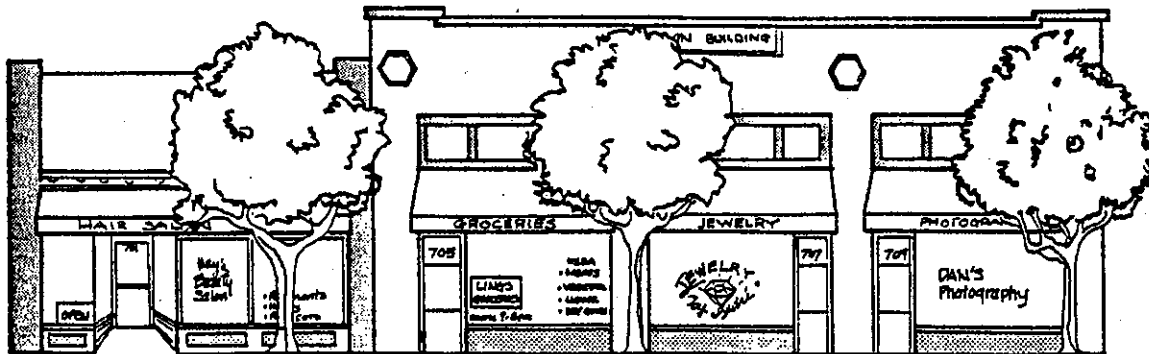
The Redevelopment Administrator shall be vested with discretion in the administration of the Design Requirements and Guidelines.

## DOWNTOWN DESIGN ENVIRONMENTS

Downtown Hayward contains two distinct, recognizable design environments, plus a third, more "general" new building style. The three styles are Main Street Buildings, Showcase Buildings and Other Buildings.

## Central Area - Main Street Buildings

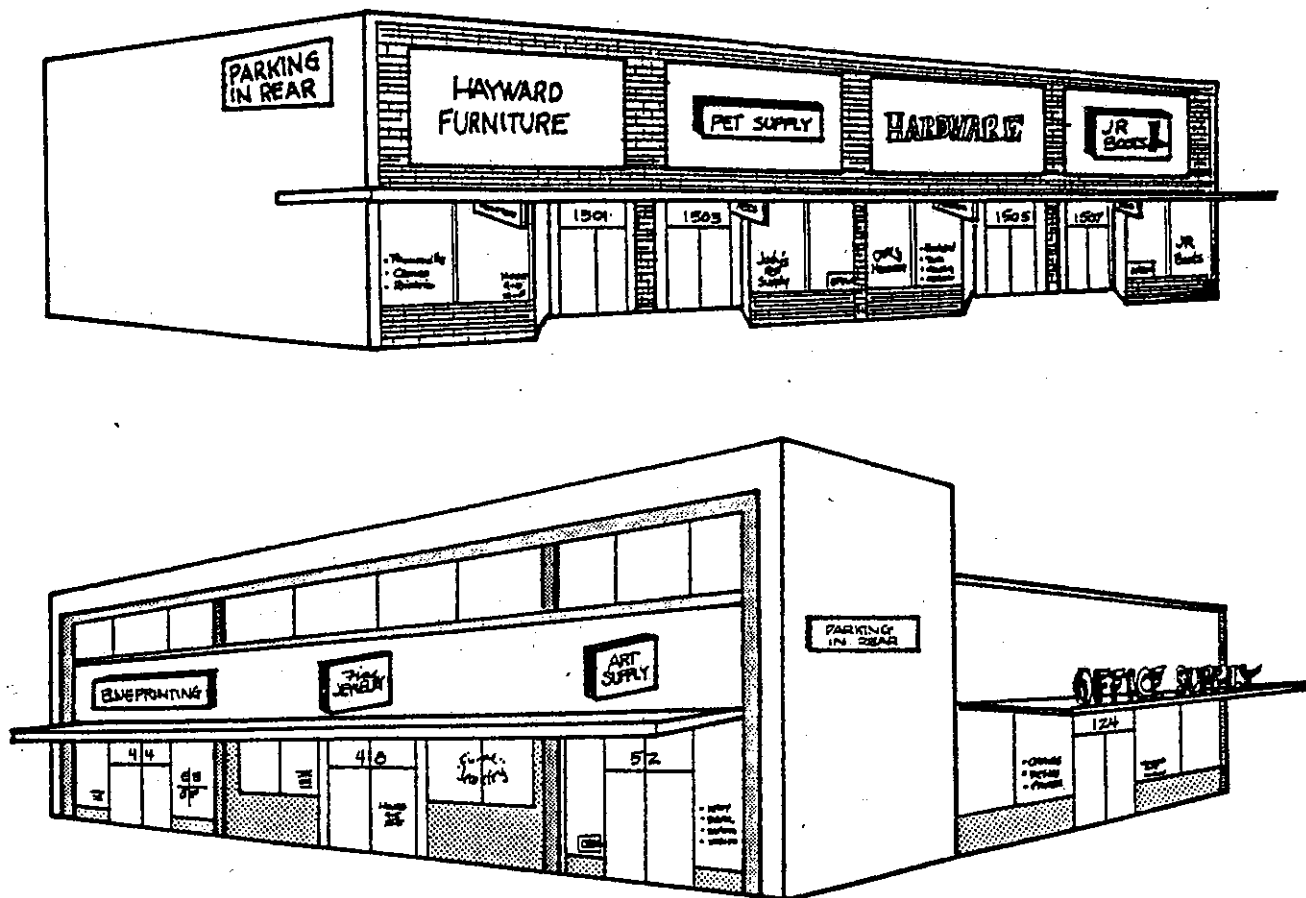
The Central Area is characterized principally by the Main Street storefront building types, which predominated in downtown commercial districts from the late nineteenth century through the first few decades of the twentieth century. Whether single or multi-storied, this building type was intended to frame a well defined ground-floor storefront. The Central Area is generally centered around Mission Boulevard, B and Main Streets, as well as its later extensions.



"Main Street" Examples

## Foothill Boulevard - Showcase Buildings

The second of Hayward's principal downtown design environments, unlike that of Main Street, is clearly a product of the automobile age. Foothill Boulevard was conceived and built as a vehicular thoroughfare and called for a building type that would both appeal to pedestrians and be readily perceived by passing motorists. The modern and distinctive Showcase storefront building type quickly dominated Foothill Boulevard, forming a new shopping environment downtown.



"Showcase" Examples

## Other Buildings

A third category of building includes a variety of new structures and those designed for special purposes: mortuaries, automobile service and sales, banks, savings-and-loans.

Also included in this category are structures which do not fit into the Main Street or Showcase Building definitions, or structures which have been so changed from their original form that they can no longer be categorized as Main Street or Showcase Buildings.

All Buildings (Requirements)

Exterior design and materials shall be harmonious for the building as a whole and blend harmoniously with materials and finishes of nearby buildings. Materials and finishes shall be of durable quality, intended for exterior application and applied in a professional manner.

Wherever possible, original design materials and finishes must be preserved; and deteriorated or damaged areas must be repaired with identical or similar materials.

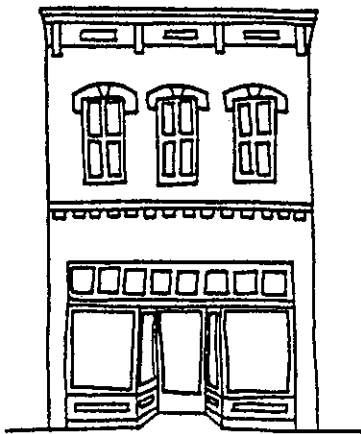
Main Street Buildings (Requirements)

Permitted exterior wall materials include, but are not limited to, brick, textured stucco, dressed or cut stone, and terra cotta. Wood siding or shingles may be used when restoring or maintaining the original design but may not be introduced as an entirely new material. All wood must be smooth-finished and stained or painted consistent with the original design scheme.

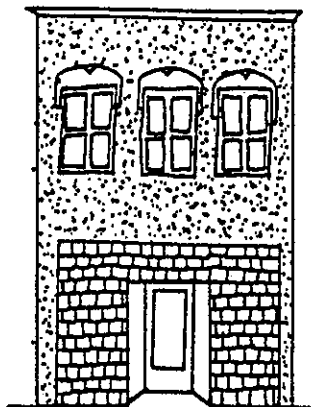
Prohibited exterior wall materials include rough-hewn or rustic materials, such as rough-sawn or diagonally applied wood siding, shakes, shingles, and fieldstone; corrugated metal siding; shiny metal or shiny panel siding; plastic panels; imitation brick siding; plywood siding; materials produced for residential or industrial uses and materials which are inappropriately scaled, such as lava rock, permastone and small tiles. Natural materials, such as fired or glazed brick, tile, marble, terra cotta, shall not be painted over. Brick surfaces shall not be repaired with stucco or covered with stucco.

Main Street Buildings (Guidelines)

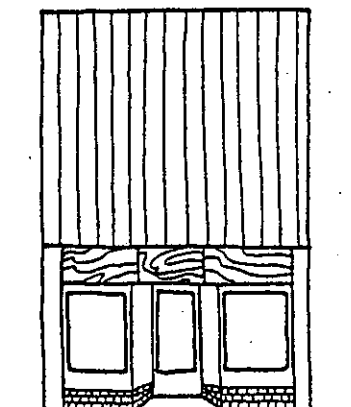
Avoid damaging the original facade material with inappropriate cleaning or repair techniques. Sandblasting should be avoided. If a cornice has been removed, it can be compensated for by a paint scheme to restore building definition. Design detail should not be obscured.

Main Street Buildings (Examples)APPROPRIATE

- Original Design Maintained
- Natural Material Restored
- Original Upper Windows Restored
- Cornices Maintained
- Transom Maintained

NOT APPROPRIATE

- Natural Material Covered by Stucco
- Top Cornice Removed
- Center Cornice Removed
- Transom, Window and Base Covered with Shingles



- Front Facade Covered with Metal Siding
- Transom Covered with Plywood
- Base Covered with Inappropriately Scaled Tile

## BUILDING FACADES

### Showcase Buildings (Requirements)

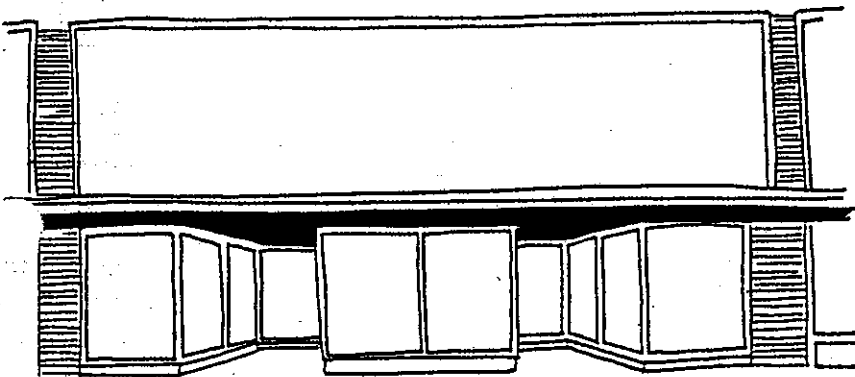
Sign panel materials shall be smooth, hard-surfaced or slick materials. Side pier and base materials shall relate to the sign panel material or the storefront framing material.

Prohibited exterior materials include rough-hewn or rustic materials; heavily textured materials; corrugated metal siding; materials produced for residential or industrial uses and materials which are inappropriately scaled; materials which are flimsy in nature. Brick surfaces shall not be repaired with stucco or covered with stucco.

### Showcase Buildings (Guidelines)

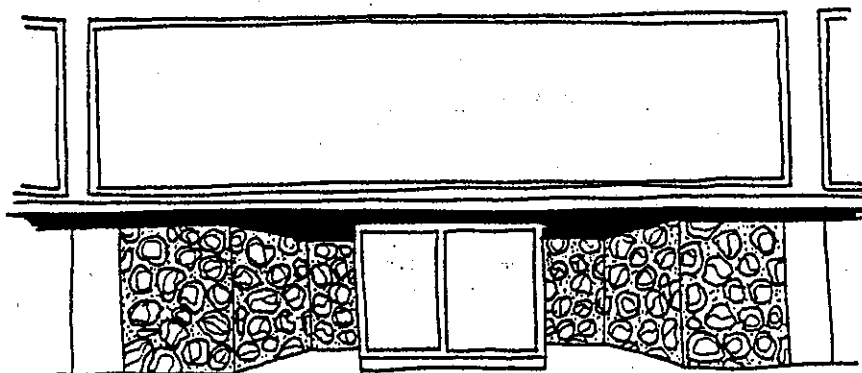
If the side piers continue vertically to frame the sign panel, then the material for the pier should differ. However, only one material should be used for the length of the pier. Design detail should not be obscured.

### Showcase Buildings (Examples)



APPROPRIATE

- Original Exterior Materials Maintained
- Side Pier Material Maintained
- All Exterior Glazing Retained



NOT APPROPRIATE

- Glazing Replaced by Inappropriate Material ,
- Original Side Pier Material Replaced
- Window Base Material Covered

## BUILDING FACADES

### Colors (Requirements)

Buildings shall generally be light in color. Accent color for detailing must be coordinated with principal color. Color combinations shall be harmonious for the entire building. Fluorescent, loud or sharply contrasting colors are prohibited.

### Colors (Guidelines)

Subdued pastels and neutral colors are recommended for principal colors.

Side and rear elevations should be treated consistently with the building facade for overall architectural continuity.

For Showcase Buildings, it is recommended the same color for the entire facade and/or sign panel be used.

## STOREFRONT ELEMENTS

### Main Street Storefronts (Requirements)

The exterior base of storefronts, the area of building below the display window, may be polished marble panels, decorative metal or appropriately scaled ceramic tile. Original base materials should be maintained. Shiny metal or shiny stone panels are prohibited base materials.

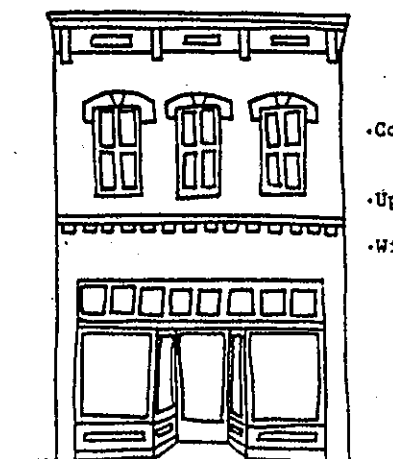
Wherever possible building fronts must not be blocked off with walls or blank solid doors, nor shall windows or other openings be filled in. Prohibited entryway paving materials include carpeting, imitation turf and linoleum.

### Main Street Storefronts (Guidelines)

Recommend non-shiny window frames of wood, painted iron or steel, or dark anodized aluminum. Recommend thin mullions and muntins, and multipaned translucent glass in transoms. Wooden doors should be varnished, not painted.

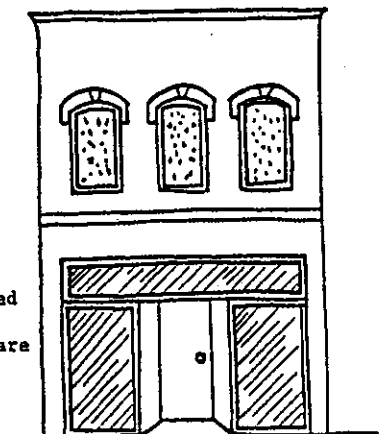
Avoid bare aluminum; rough or unfinished wood frames; window trim applied to facade; reflective, mirrored or bronze-tinted glass; pasted on window mullions or muntins.

### Main Street Storefronts (Examples)



#### APPROPRIATE

- Cornice, Transom & Base Elements all Retained
- Upper Windows Retained
- Windows Remain Transparent



#### NOT APPROPRIATE

- Top & Center Cornice Removed
- Window & Transom Openings are filled in
- Base Materials Removed & Covered

## STOREFRONT ELEMENTS

### Showcase Storefronts (Requirements)

Only durable material such as brick pavers, flagstone, terrazzo or tile shall be used for entryways. Prohibited paving materials include carpeting, imitation turf and linoleum.

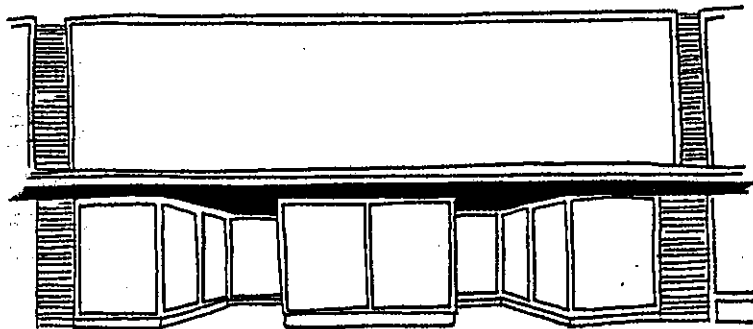
Whenever possible building fronts must not be blocked off with walls or blank solid doors, nor shall windows or other openings be filled in. Storefront materials shall generally have a hard, smooth durable surface.

### Showcase Storefronts (Guidelines)

Original paving materials should not be removed or covered over, even when the name of a former store is inscribed in terrazzo. Terrazzo, if used as an entry paving material, may be used for facing.

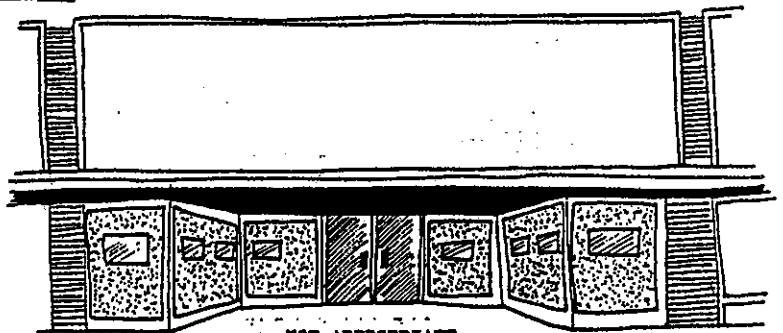
Window and door frames may be of uncolored aluminum. Inappropriate storefront elements include framing or trim materials that obscure or reduce transparent window display area.

### Showcase Storefronts (Examples)



APPROPRIATE

- Large Window Area Remains
- Original Exterior Materials Remain



NOT APPROPRIATE

- Center Display Window Removed
- Glass Door Replaced with Blank, Solid Door
- Window Area Covered with Solid Material

## STOREFRONT ELEMENTS

### Other Buildings (Requirements)

Storefront elements of Other Buildings must blend harmoniously with storefront elements allowed for Main Street or Showcase Buildings, if either building type characterizes the area.



## SHADING DEVICES - AWNINGS AND CANOPIES

### All Buildings (Requirements)

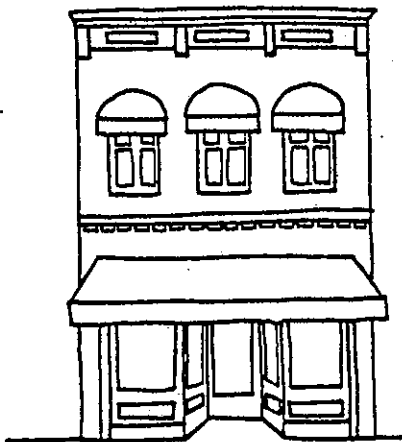
In general, awnings and canopies must be harmonious in shape, color, and pattern and must be compatible with the design of the building. They must relate to window size and configuration, and must not dominate the storefront or cover up or destroy the building's architectural quality. All awnings and canopies shall be installed in a professional manner, avoiding, to the extent possible, unsightly bracing or supporting elements.

### Main Street Buildings (Requirements)

Permitted awnings and canopies include adjustable or fixed canvas or fixed metal, located over either or both ground and upper-floor windows.

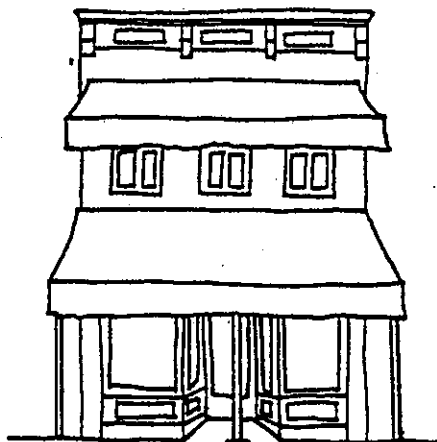
Prohibited awnings and canopies include those which are freestanding or partially self-supporting, continuous horizontal, and continuous building projections.

### Main Street Buildings (Examples)



APPROPRIATE

- Individual Awnings Placed over each Second Floor Window
- Fixed Awnings on Ground Floor
- Design Elements not Obscured



NOT APPROPRIATE

- Continuous Horizontal Awning Covers all Second Floor Windows
- Ground Floor Awning Obscures Center Cornice
- Ground Floor Awning Supported by Poles

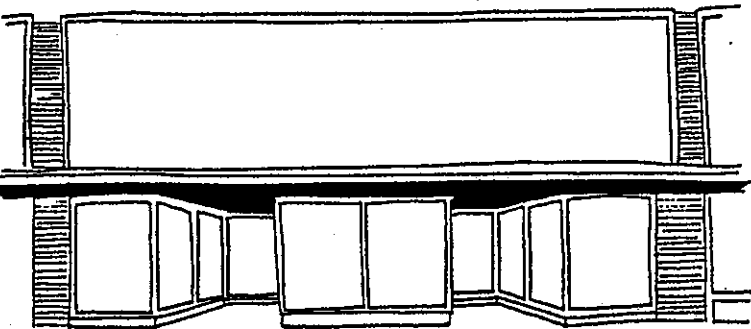
SHADING DEVICES - AWNINGS AND CANOPIES

Showcase Buildings (Requirements)

permitted awnings and canopies include projecting or roll-up canvas, fixed metal with horizontal emphasis, and building overhangs or projections of concrete or stucco or similar material. Emphasis must be on providing a linear accent, rather than a vertical accent.

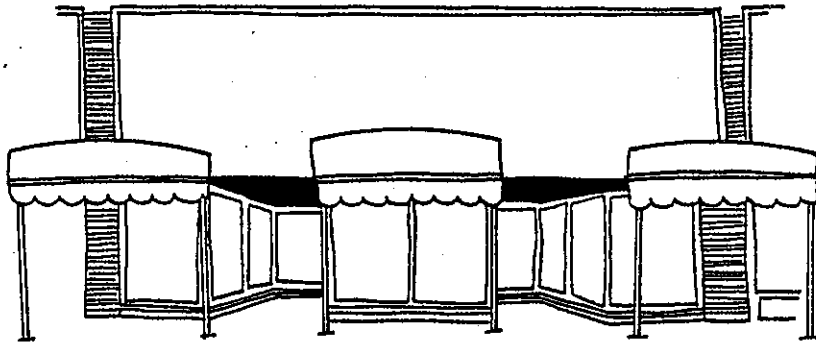
Prohibited awnings and canopies include those which are freestanding or partially self-supporting, and those on individual storefronts of large Showcase Buildings.

Showcase Buildings (Examples)



APPROPRIATE

•Horizontal Emphasis Maintained by Overhang



NOT APPROPRIATE

•Individual Pole Supported Awnings Disrupts Horizontal Emphasis

LIGHTING (Requirements)

Window lighting is encouraged. Subject to the approval of the Redevelopment Administrator, intermittent, rowed lights or neon may be used to outline the window or window letters and designs, providing the lighting is inside the window and is not glaringly bright. Items may be spotlighted in window displays.

## REAR AREAS

### All Buildings (Requirements)

Loading areas, to the extent possible, must be kept separate from pedestrian and vehicular traffic. Pedestrian circulation and auto parking areas must be defined and landscaped.

All areas must be kept free of trash and debris. Trash containers must be stored in enclosed facilities, integrated as much as possible into the design of the building.

### Main Street Buildings (Guidelines)

Design of the rear or service area building exteriors should be coordinated with design of the building facades. Original doors and windows should remain open (not filled in or covered up) and if new openings are necessary, they should be similar to overall facade composition.

Original trim elements, such as metal sliding doors, shutters, arched windows, downspouts, tie bolts, and other hardware should be retained.

Signs should be pedestrian oriented and coordinated with the color, material and design of facade signs. Older, painted wall signs may be retained. Wall signs, projecting signs and awnings signs are all permissible. If a rear entry is set back from the main flow of traffic, a freestanding or partially self-supporting canopy is permissible.

### Showcase Buildings (Guidelines)

Rear entry doors and windows should allow continued visibility through the store to the front windows. Buildings overhangs may be added.

Wall signs and canvas awnings designed to match front facades may be used, and small overhang signs are permissible. Freestanding and partially self-supporting canopies are not recommended.

## NEW CONSTRUCTION

### All Areas (Requirements)

New commercial and multifamily residential construction should reflect the qualities of its particular design environment through use of similar materials, glazing, finishes and colors. Buildings must be oriented to the street for ease of pedestrian access and to insure continuity of frontages. Parking areas must be screened and landscaped, and must not be so designed as to create barriers for pedestrians. Landscaping must be scaled to pedestrians and used to accent architecture. Buildings may be setback to accommodate landscaping, plaza areas or outdoor dining.

## NEW CONSTRUCTION

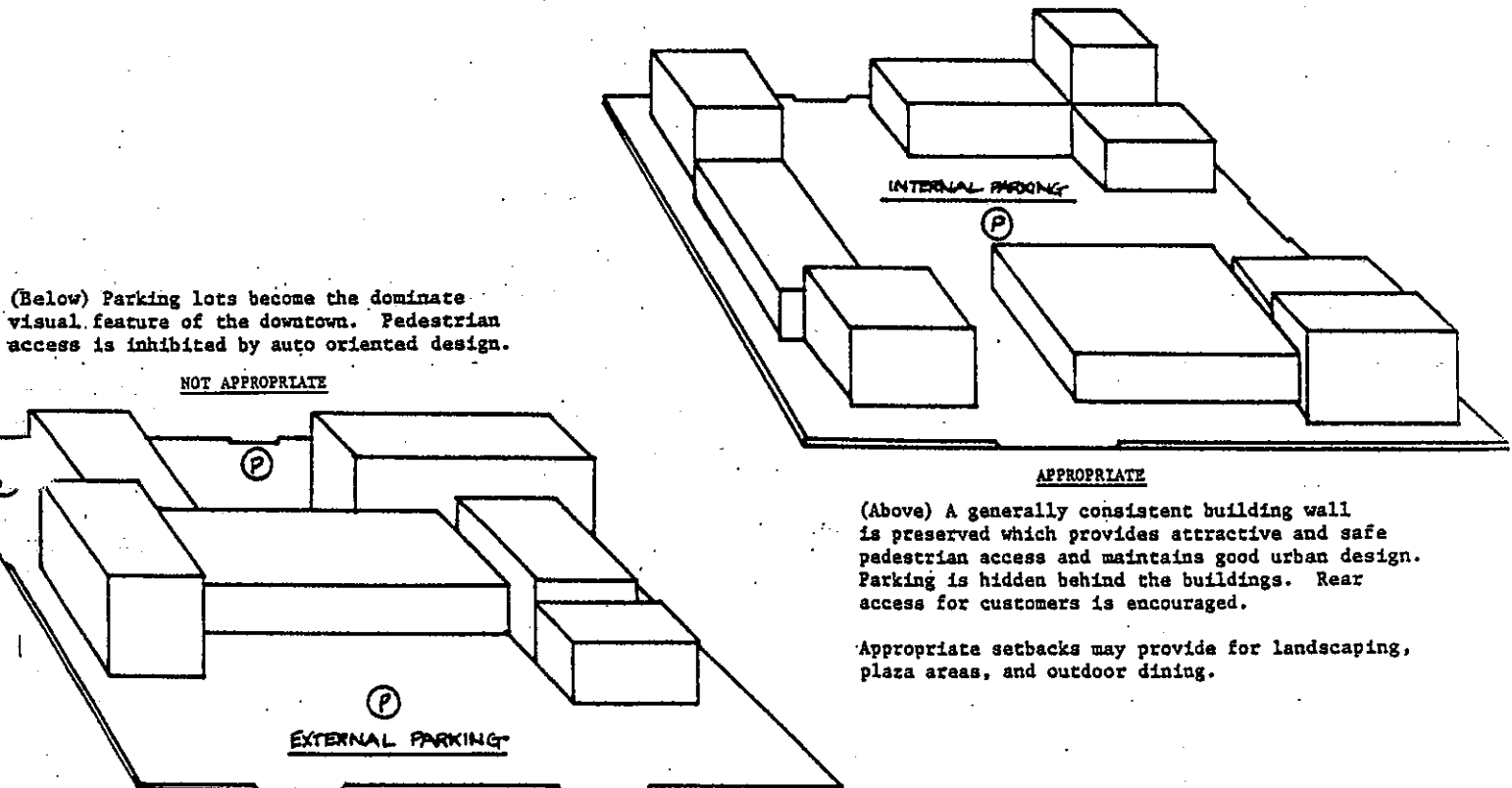
### Central Area and Vicinity (Guidelines)

Buildings should be at least twenty (20) feet high at the street to maintain a consistent building wall. Storefront or ground floor commercial space should be included to ensure pedestrian activity.

### Fringe Area (Guidelines)

Fringe Area is that area located outside the Central Area and Vicinity. Landscaped setbacks may be provided as a setting for buildings.

### All Areas (Examples)



### MAINTENANCE (Requirements)

All commercial and multifamily residential buildings and properties shall be maintained so as to enhance the appearance of downtown Hayward. Properties exhibiting characteristics which include, but are not limited to, the following are considered deleterious and are prohibited: cracked masonry or stucco; broken or missing windows, screens or doors; unrepaired fire or vandalism damage; peeling, blistering or fading paint; missing or deteriorated trim, tiles or other building elements; obsolete or deteriorated signs; torn or tattered awnings; dented or unrepaired metal overhangs; graffiti; exposed storage behind windows; debris, weeds or unkempt landscaping; conditions attractive to pigeons; absence of dequate trash enclosures.

## SIGNS (Requirements)

The following sign requirements supplement the regulations set forth in the Hayward Sign Regulations. In the event a matter of sign control is not covered herein, the City Sign Regulation shall be in effect.

For the purpose of this document, a sign shall also include the total area encompassed by a contrasting color scheme.

- (a) Permitted Signs. Wall, window, awning, projecting, hanging, monument signs, signs of historical or aesthetic significance, and sidewalk display signs.
- (b) Prohibited Signs. Roof, pole (except as otherwise provided), animated, revolving, flashing (except as part of a window display), portable or signs that obscure the detail of building facades.
- (c) Colors. Sign colors must relate to the paint scheme of the building. No more than three colors shall be used on any one sign, unless approved by the Redevelopment Administrator. Fluorescent colors are prohibited.
- (d) Lighting. Signs can be illuminated with directional spotlights, indirect lighting or internal lighting if the effect at night is not glaringly bright.
- (e) Graphic Design. Sign construction and sign copy must be of professional quality. Primary signage should be designed to identify a business rather than advertise a brand-name product. Adequate contrast between sign, text, and background must be provided but glaring white sign backgrounds and intense colors must be avoided. A letter style that is readable and in scale with the size of the sign must be used. If more than one sign is used, the signs must be compatible in style.
- (f) Sign Installation. All signs, except window signs, require a sign permit and building and electrical permits where required. All signs shall be installed in a professional manner, avoiding, to the extent possible, unsightly guy wires or other stabilizing devices.
- (g) Non-Conforming Signs. Non-conforming signs exceeding the allowances permitted shall be removed or modified to conform to the regulations herein.

## SIGN AREA AND NUMBER

### Foothill Boulevard/A Street Area

For establishments on Foothill Boulevard and "A" Street within the Downtown Hayward Redevelopment Area maximum sign area is two (2) square feet per linear foot of primary frontage, and one (1) square foot per linear foot of secondary frontage. Only one (1) frontage, which must contain a public entrance, may be counted as primary frontage. All other building frontages which have exposure to pedestrian or vehicular traffic are considered secondary frontages.

Only one (1) secondary frontage may be counted for determining maximum sign area for all secondary frontages. Signs displayed on a single frontage shall be limited to the area and number that are permitted on that frontage alone.

No establishment shall be permitted more than a total of two-hundred (200) square feet of sign area. Each establishment shall be entitled to a minimum of fifty (50) square feet for the primary frontage.

#### SIGN AREA AND NUMBER

##### Remaining Area

For establishments on streets other than Foothill Boulevard and "A" Street within the Downtown Hayward Redevelopment Area, maximum sign area is one (1) square foot per linear foot of primary frontage, and one-half (1/2) square foot per linear foot of secondary frontage. Only one (1) frontage, which must contain a public entrance, may be counted as primary frontage. All other building frontages which have exposure to pedestrian or vehicular traffic are considered secondary frontages.

Only one (1) secondary frontage may be counted for determining maximum sign area for all secondary frontages. Signs displayed on a single frontage shall be limited to the area and number that are permitted on that frontage alone.

No establishment shall be permitted more than a total of one hundred (100) square feet of sign area. Each establishment shall be entitled to a minimum of thirty (30) square feet for the primary frontage. \*

##### All Areas

For all establishments the maximum number of signs permitted per frontage is two (2). Maximum number of signs permitted per establishment is four (4). Window signs may be in addition to these maximums.

##### Exception

Signs, excluding window signs, erected before adoption of the Design Requirements and Guidelines shall be considered in conformance with sign area if total sign area does not exceed maximum allowances by more than 25% and each sign otherwise conforms to sign regulations herein.

#### SIGN TYPES

The following sign types shall be allowed in the Downtown Redevelopment Area. The policy of the Agency is to discourage the use of manufactured "can signs" and encourage the use of individually lettered signs which are generally more aesthetically pleasing.

- (a) Wall Signs. Wall signs may be painted on the wall, or be made of metal, wood (except untreated plywood), plastic, neon or vinyl. Fluorescent material is prohibited. Signs shall be located no higher than the cornice or parapet line, whichever is lower.

On Showcase Buildings, signs must be placed within the sign panel area on the building facade, and must not extend over the side piers, nor beyond the parapet or building face. On "B" Street, signs must be placed low enough not to be obscured by street tree foliage.

Wall signs erected before adoption of the Design Requirements and Guidelines shall be considered in conformance if they do not exceed the maximum allowable area by more than 25%, and do not extend above the cornice or parapet line, whichever is lower, by more than 25% of the height of the sign.

- (b) Permanent Window Signs. Permanent window signs may include graphics painted on glass, vinyl letters applied to glass, a clear acrylic panel behind the window, or small neon window signs.

Permanent window signs may not occupy more than twenty-five percent (25%) of the total area of the window. Window signs shall not count toward allowable sign area.

Lettering should be white or light in color since windows have a tendency to appear dark.

- (c) Projecting Signs. Projecting signs shall be located no higher than the cornice or parapet line, whichever is lower, and must be located so as to not obscure any architectural detail of the facade. A double face projecting sign shall be considered one sign.

The maximum size for a projecting sign is forty (40) square feet (20 square feet per side). Projecting signs shall not project more than three (3) feet horizontally, except that on Foothill Boulevard and on "A" Street projecting signs may project up to five (5) feet horizontally. In no case may the sign come within 2 1/2 feet of the curb.

Projecting signs erected before adoption of the Design Requirements and Guidelines shall be considered in conformance if they do not exceed maximum allowable area by more than 25%, do not exceed maximum horizontal projections by more than 25%, and do not extend above the cornice or parapet line, whichever is lower, by more than 25% of the height of the sign.

- (d) Hanging Signs. Small horizontal hanging signs, suspended from a canopy or awning, may be placed above an entry. Such a hanging sign shall not exceed eight (8) square feet in size (4 square feet per side).

Hanging signs erected before adoption of the Design Requirements and Guidelines shall be considered in conformance if they do not exceed the maximum allowable area by more than 25%.

- (e) Overhang (Marquee) Signs. Overhang signs are mounted atop the overhang, parallel to the storefront. They should not be used in conjunction with wall signs. Overhang signs shall not exceed three (3) feet in height.

- (f) Awning Signs. The area of a ground floor awning sign shall not cover more than thirty percent (30%) of the total surface area of the awning. The area of an upper-floor awning sign shall not cover more than twenty percent (20%) of the total surface area of the awning.

Colors and lettering of awning signs shall be compatible with businesses they serve, as well as harmonize with neighboring storefronts. Signs on two side panels of an awning shall be considered as one sign, for purposes of calculating total number of allowable signs.

Awning signs erected before adoption of the Design Requirements and Guidelines shall be considered in conformance if they do not exceed the maximum allowable area by more than 25%.

- (g) Monument Signs. A sign mounted on a permanent base rising from the ground must conform to the scale and design of the building which it identifies. Base materials must be of concrete, stucco, redwood or brick. The area around the base of monument signs must be landscaped. If illuminated, external illumination is preferred. Monument signs shall not have an overall height greater than five (5) feet or extend beyond the property line.

Monument signs erected before the adoption of the Design Requirements and Guidelines shall be considered in conformance if they do not exceed maximum overall height by more than 25%.

- (h) Pole Signs. Pole signs erected before adoption of the Design Requirements and Guidelines shall be considered in conformance if they do not exceed eighty (80) square feet in area, forty (40) square feet per side, do not extend above the cornice or parapet line, whichever is lower, by more than 25% of the height of the sign (pole height excluded), do not exceed 20 feet in total height, and the outer most edge of sign does not project beyond the property line a distance more than the maximum horizontal projections allowed projecting signs.

A business in operation before adoption of the Design Requirements and Guidelines may retrofit or replace a pole sign erected before adoption of the Design Requirements and Guidelines to conform to the above regulations. A business beginning operation or a business which changes ownership after the adoption of the Design Requirements and Guidelines may not utilize an existing pole sign brought into conformance by the exception and must remove said sign and supporting structure no later than 90 days after the beginning of the business operation.

- (i) Service Station Signs. Each establishment shall be entitled to a maximum of 100 square feet of business identification, sales and service signs. No such signs shall be freestanding or pole mounted except as provided below.

One freestanding business identification sign is allowed. Such sign shall not exceed 60 square feet, 30 square feet per face, 15 feet in height or extend beyond the property line. Such sign shall be included in the 100 square foot limitation; and any freestanding business identification sign



erected after the adoption of the Design Requirements and Guidelines shall incorporate a decorative base of brick, stucco, wood, or similar material. A double-faced price sign may be incorporated into or attached to the decorative base. A double-faced price sign may also be attached to the pole of a conforming freestanding business identification sign. Such price signs shall not exceed 15 square feet in area per face.

Additional Signs - One freestanding, double-faced price sign per street frontage may be permitted. No such sign shall exceed 15 square feet per face. Other miscellaneous State authorized signs may not exceed the minimum size and number provided for by the State. Such miscellaneous signs may be wall or pole mounted.

- (j) New Car Dealership Signs. Notwithstanding the regulations for business signs in the Redevelopment Area, all legal nonconforming automotive sales signs in place before the adoption of the Design Requirements and Guidelines may be retained. New or remodeled signs added after the adoption of the Design Requirements and Guidelines must be approved by the Redevelopment Administrator and shall not exceed the total area of legal nonconforming signs in place before the adoption of the Design Requirements and Guidelines.

An automotive sales establishment selling new or used vehicles beginning operation after the adoption of the Design Requirements and Guidelines, on a site not previously used for automotive sales, shall not be regulated by the New Car Dealership Signs subsection.

- (k) Signs of Historical or Aesthetic Significance. As determined by the City of Hayward Redevelopment Agency a business sign erected before adoption of the Design Requirements and Guidelines which displays significant historical or aesthetic value, is a positive attribute to the community's identity and is not contrary to the intent and spirit of the Design Requirements and Guidelines shall be considered a conforming sign. All other establishment signage, as well as total number and area of signs, shall otherwise conform to regulations.

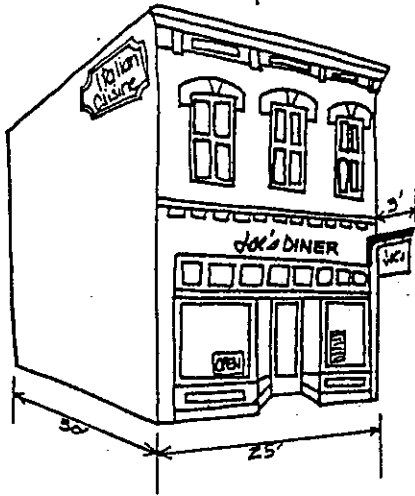
- (l) Temporary Signs.

- (1) Hanging Banners - "Grand Opening" banners shall be permitted on a one-time-only basis, for a period not to exceed thirty (30) days. No other types of banners are allowed.
- (2) Paper or Paint Window Signs - Special sale window signs, of either paper or paint, are permitted. Such signs when combined with permanent window signs, must not occupy more than twenty-five percent (25%) of the total area of the window.
- (3) Portable Signs - A-frame, mobile sandwich board signs, and similar signs are prohibited except for conforming sidewalk display signs.

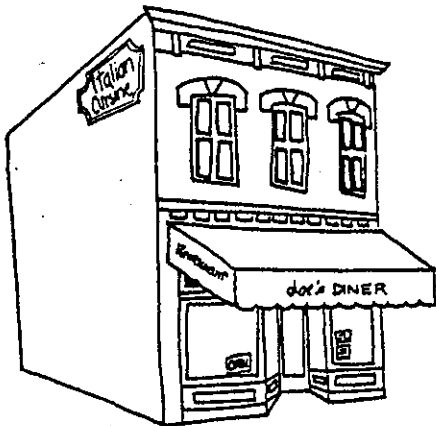
- (m) Sidewalk Display Signs. Sidewalk display signs (such as sandwich boards) may be placed on private property, or within the first 18 inches of public property that is directly in front of the individual business. Such sign shall not exceed 6 square feet per side and limited to one per business. Sidewalk display sign area shall not count toward allowable sign area. A minimum passage way width of 48 inches must be maintained along the sidewalk in front of such sidewalk display sign. Such signs shall not be displayed during non-business hours.

## Signs for Main Street Buildings

ALLOWED



- Primary Frontage is Allowed a Total of 1 sq. ft. of Signage per 1 Lineal ft. of Building Width ( $25' \times 1' = 25 \text{ sq. ft.}$ ). But each Establishment shall be Entitled a Minimum of 30 sq. ft. for the Primary Frontage plus up to 25% Coverage of Window Area.
- Side and Rear Frontages are Allowed a Sum Total of  $\frac{1}{2}$  sq. ft. of Signage per 1 Lineal ft. of Longest Secondary Frontage. ( $50' \times \frac{1}{2}' = 25 \text{ sq. ft.}$ )
- Projecting Sign Limited to 3' Projection.

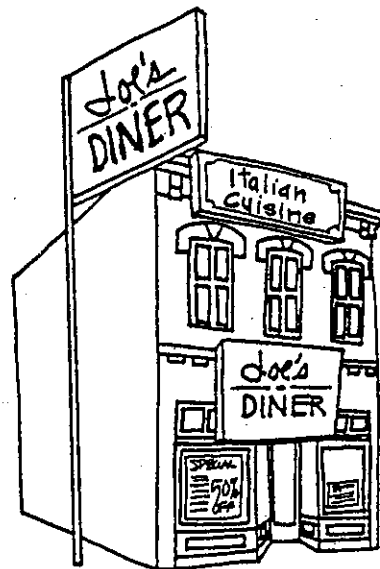


- Awning Signs Limited to a Maximum Coverage of 30% of Awning Area.

NOT ALLOWED



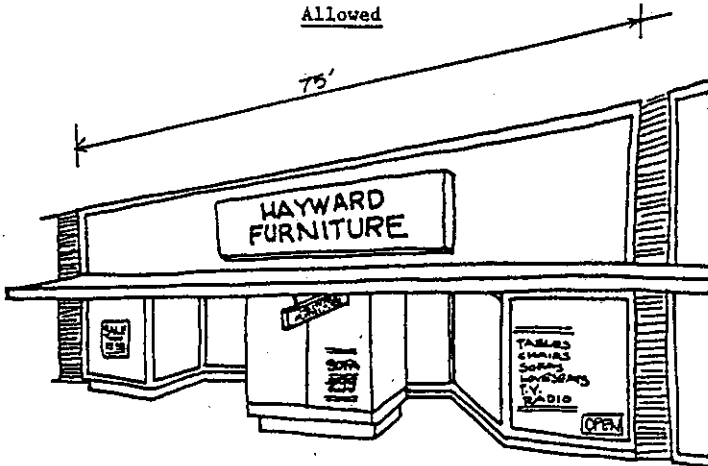
- Projecting Sign Extends Above Cornice Line & Projects Greater than 3'.
- Sandwich Sign Prohibited.
- Greater than 25% of Window Covered.
- Signs Block Architectural Features of Building.



- Freestanding Pole Sign not Allowed.
- Wall Signs Block Architectural Features of Building.
- Greater than 25% of Window Covered.
- Wall Sign Extends above Cornice Line.

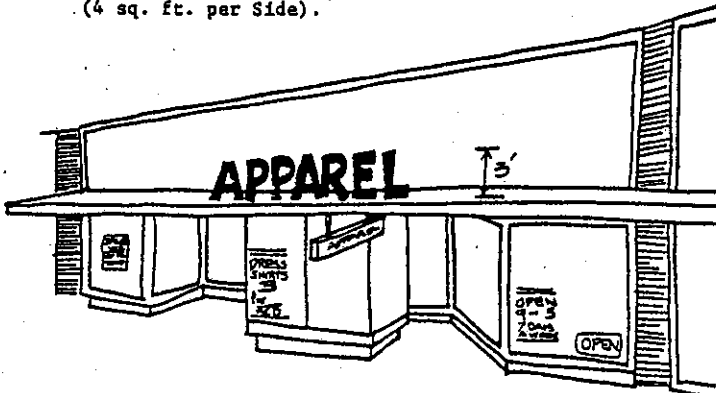
## Signs for Showcase Buildings

Allowed

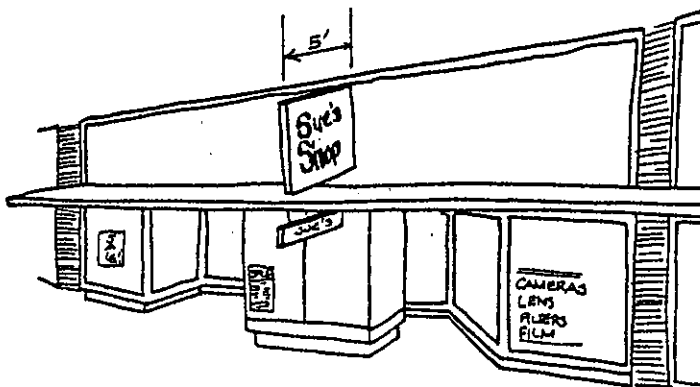


- Primary Frontage is Allowed a Total of 2 sq. ft. of Signage per 1 Lineal ft. of Building Width (75' x 2 = 150 sq. ft.). But each Establishment shall be Entitled a Minimum of 50 sq. ft. of Signage for the Primary Frontage plus up to 25% Coverage of Window Area.

- Under Canopy Sign Limited to 8 sq. ft. (4 sq. ft. per Side).

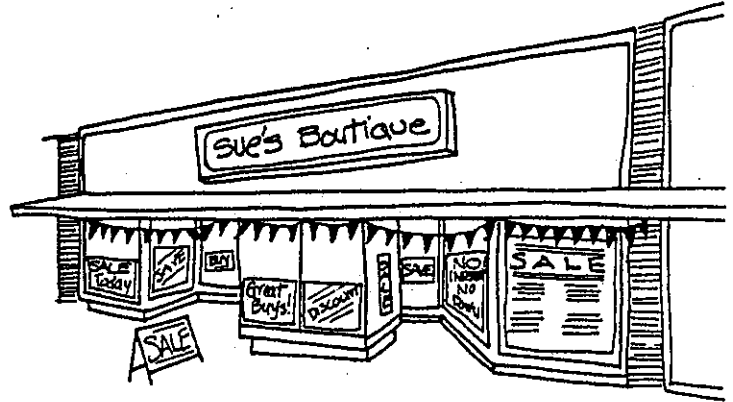


- Overhang Sign Limited to 3' in Height.

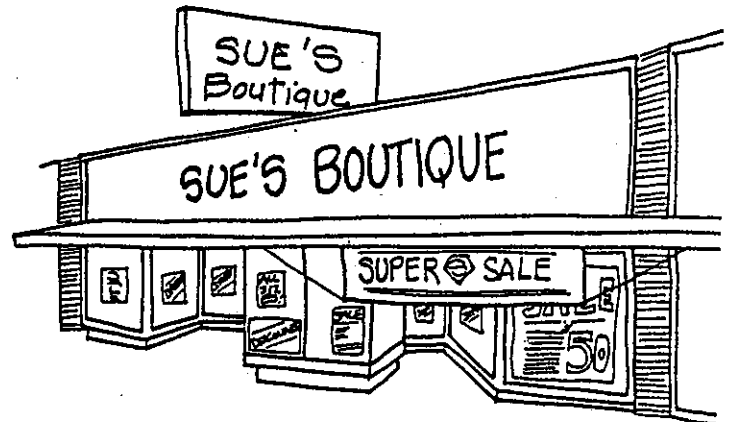


- Projecting Sign Limited to 5' Projection.

Not Allowed



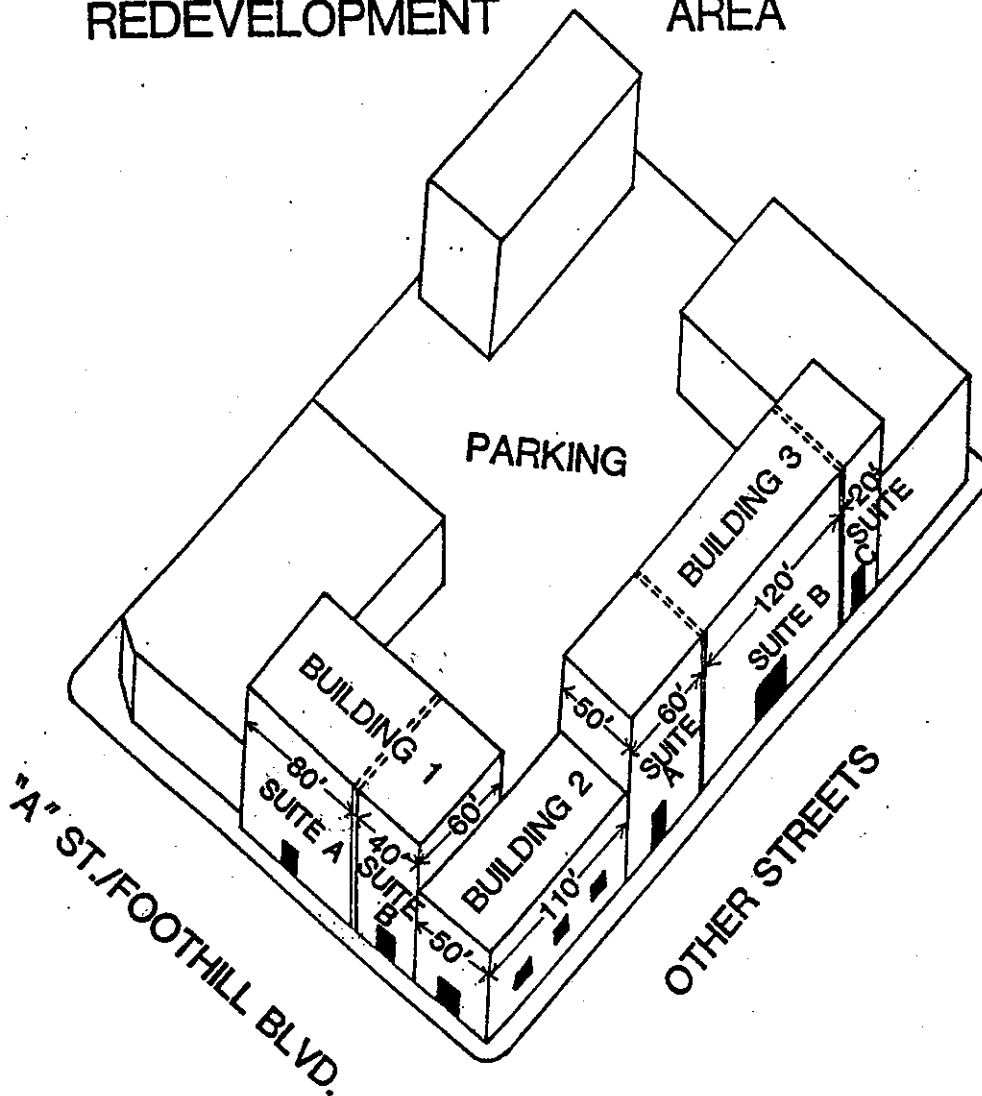
- Greater than 25% Coverage of Windows.
- Banners or Pennants Prohibited.
- Sandwich Signs Prohibited.



- Roof Sign is Prohibited.
- Projecting Sign which Projects Greater than 5' Prohibited.
- Banners or Pennants Prohibited.
- Greater than 25% Coverage of Windows.
- Exceeding Total Allowable Sign Area.

# SIGN AREA ALLOCATION

## REDEVELOPMENT AREA



### BUILDING 1

**SUITE A:**  
160 sq.ft. on Primary Frontage.  
80 sq.ft. to be distributed  
among Secondary Frontages.  
Total area not to exceed  
200 sq. ft.

**SUITE B:**  
80 sq.ft. on Primary  
Frontage. 60 sq.ft. to be  
distributed among  
Secondary Frontages.

### BUILDING 2

100 sq.ft. on Primary  
Frontage.  
110 sq.ft. to be distributed  
among Secondary Frontages.

### BUILDING 3

**SUITE A:**  
60 sq.ft. on Primary Frontage.  
30 sq.ft. to be distributed  
among Secondary Frontages.

**SUITE B:**  
120 sq.ft. on Primary  
Frontage. 60 sq.ft. to be  
distributed among Secondary  
Frontages. Total area  
not to exceed 100 sq.ft.

**SUITE C:**  
30 sq.ft. on Primary Frontage  
25 sq.ft. to be distributed  
among Secondary Frontages.

# SIGN AREA CALCULATION

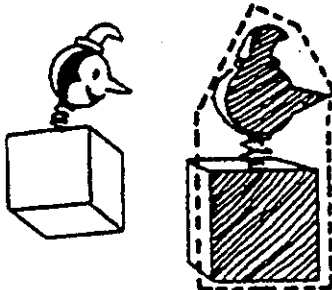
## REDEVELOPMENT AREA



1. Conventional Signs - The exposed face area, including any background or backing constructed, painted, or installed as an integral part of the sign, excluding any structural elements supporting, fastening, or lying outside the limits of such sign and not forming an integral part of the display.



2. Individual Letters - In the case of a sign formed by individual letters, words, or symbols which have as a background the same color as the building wall to which the sign is affixed, the area shall be considered to be that of the smallest single circle or closed figure having no more than eight straight sides that encompasses all of the letters, words, or symbols. Above regulations shall also apply to window signs.



3. Three-Dimensional and Multiple-Faced Signs - The sign area of a multiple-faced sign having a continuous or essentially continuous surface or face shall be four times the area of the largest vertical cross-section surface as enclosed by a circle or figure with a maximum of eight straight sides.